Party Conventions at Capitol on September 18 To Adopt Platforms



Better Social Welfare Said Objective of Department Conducting Survey

By HOMER L. ROBERTS

SACRAMENTO, (U.P.)—Becaus as Angeles county's hospital cor

Local Firemen Approve Pension

Proposition Before Voters in November Election

Some Pumpkins



Home Nursing Hints

NOW OUICKLY ENDED



141 ADVERTISERS

Representing Over 50 Different Business and Professions

PUT THEIR MESSAGE

BEFORE YOU IN

AUGUST

Breezy News

Presentation of news stories must be made while the information is NEWS—a weekly's job is to gather general information throughout the community and hand it to the readers fresh, unbiased, accurate and interesting. During the last month the outstanding service rendered by the editorial department of the Herald was the gathering and publishing of the Primary Election returns, locally and over the State. Through this newspaper's association with the United Press, the world's greatest news-gathering organization, residents in Torrance and Lomita were given accurate and detailed information on the trend of the election LONG before the daily metropolitan newspapers were on the street. The Herald editorial staff will continue to present all news-matter when it is NEWS. Furthermore, there is no "editorializing" in this newspaper of news to carry an impression to the reader's mind that the writer is endeavoring to "put something over on him.". The reader is the judge who decides the merits of any controversial news-story on the basis of both sides in the matter being fairly presented. That's NEWS!

Special Features

Like the cream in the coffee, the "pro" to the "con" and the eggs to the bacon—so the SPECIAL FEATURES add to the enjoyment of the Herald and News columns. Good features are of vital importance to every newspaper because they provide a reader interest which cannot be obtained from news alone. In August the Herald and News presented the "First Annual Poetry Contest" to decide the Poet Laureateship of both Torrance and Lomita. This attracted 12 contributors and 24 poems and was productive of much favorable comment locally. Other FEATURES carried regularly in this newspaper are "Eight Years Ago in Torrance," "Hi School Hi Lights" by Muriel Bell; "motoring Off the Beaten Track" by Herb Summers; "Home Nursing Hints"; a breezy sports section, an amusement page, society, cartoons, and recipes. Interesting local stories fill the pages with additional enjoyment to all kinds of readers. Mention of names alone does not provide reader interest—the names must DO something, BE something or have something DONE to them—and the more entertaining the reading—the better the FEATURE.

Classified Page

The trading pulse of the community—that's the Herald and News CLASSIFIED SECTION. As personal as the SOCIETY SECTION, as interesting in many ways as the NEWS columns, the Classified Section presents a very personal side of the community's welfare. In those little three, four or five lines of type may be contained a plea from a woman who needs work badly in order to support herself and family; a beautiful home for rent; sale of anything from a family heirloom to the latest in radios—all to be readily found under classified headings. Which reminds us of the little fellow who placed his ad in our classified columns for the dog he lost. The boy was found crying and upon questioning we discovered he cried because "The darn dog can't read"... but a good friend could, the dog was returned to the lad and he was made happy again. SUCH IS THE DUTY OF OUR CLASSIFIED PAGE.

Subscription Rates

Fifty-two cheery editions of the Torrance Herald and News are published annually. The real NEWS of this community and its environs CAN ONLY BE FOUND IN THESE CONSOLIDATED NEWSPAPERS. For the small sum of \$2 per year it will be delivered by carrier to your door or by mail within this county every week. \$3 per year by mail anywhere in the United States outside of Los Angeles county. You may only wish to subscribe for 6 months, in which case the rate is one-half the annual rate... but if you take it even for three months we are sure you will find it such an interesting and enjoyable publication you'll renew your subscription—so you might just as well subscribe for one year. Over 4200 subscribers NOW enjoy the HERALD and NEWS. Why NOT YOU? The values offered by the advertisers will in many instances save you five or even ten times the annual subscription rate. Phone Torrance 444 or mail your subscription to us TODAY.

141 Advertisers Can't Be Wrong!

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Beauty Parlors 2	Department Stores 6			Service Stations 4
Battery Shops 2	Electrical Shops 2	Lumber Companies 2	Public Utilities 4	
Banks 2				Tires 3
Building and Loan 2	Fraternal 2			Theatres 5
Contractors3	Golf (Miniature) 5	Notary Public1	Råilroads 3	
Cleaners and Dyers 3		Optometrists	Real Estate	miscona neods

The above list gives the various kinds of business and professions and the number of firms and individuals in the different lines who advertised in the columns of the HERALD and NEWS

Torrance Herald & Lomita News

Herald Building

Are Har Lo